

What is claimed as the invention is:

- ✓ 1. A method for advertising enabling electronic content comprising:
providing said electronic content to an executable program adapted to read said
electronic content, said electronic content having associated therewith a user right;
determining said user right in said content; and
invoking an executable module attached to said executable program to obtain at
least one electronic advertisement in the event said user right is indicative of a
restricted right.
2. A method as set forth in Claim 1 wherein said invoking step
includes:
connecting to a remote advertisement server;
receiving said electronic advertisement; and
presenting said electronic advertisement to a user.
3. A method as set forth in Claim 2 wherein said executable module
connects to said server.
4. A method as set forth in Claim 2 wherein said executable module
causes execution of a web browser program to connect to said server.
5. A method as set forth in Claim 2, wherein said advertisement is
presented to said user at least occasionally, but during at least certain other times,
no advertisement is presented.
6. A method as set forth in Claim 2 wherein said presenting includes
displaying said advertisement on video user interface.

7. A method as set forth in Claim 2 wherein said presenting includes playing said advertisement through an audio user interface.

8. A method as set forth in Claim 2 wherein said advertisement is a sequence of advertisements presented substantially throughout use of said 5 executable program.

9. A method as set forth in Claim 2 wherein said advertisement is presented at periodic intervals.

10. A method as set forth in Claim 1 wherein said determining includes: controlling the execution environment of said executable program with a control module such that a call made by said executable program to file access functions to obtain said electronic content is first directed to said control module; determining by said control module said user right, said executable module being invoked by said control module in the event said restricted right is indicated; making said call by said control module; 15 obtaining said content by said control module; and transmitting said content to said executable program through said control module.

11. A method as set forth in Claim 10 further comprising: encrypting said content; and decrypting said content substantially concurrently with said obtaining step.

20 12. A method as set forth in Claim 1 wherein said executable program is a media player.

13. A method as set forth in Claim 1 wherein said executable module is a shared library.

14. A method as set forth in Claim 1 wherein said call is made to content residing on a computer network.

15. A method as set forth in Claim 1 wherein said call is made to 5 content provided through a streaming socket connection.

16. A method for advertising enabling electronic content comprising: controlling the execution environment of an executable program with a control module such that a call made by said executable program to file access functions to obtain said electronic content is first directed to said control module; 10 determining by said control module a user right of said electronic content; invoking by said control module an executable module attached to said executable program to obtain at least one electronic advertisement in the event said restricted right is indicated; making said call by said control module; 15 obtaining said electronic content by said control module; and transmitting said content to said executable program through said control module.

17. A method as set forth in Claim 16 wherein said invoking step includes: connecting to a remote advertisement server; 20 receiving said electronic advertisement; and presenting said electronic advertisement to a user.

18. A method as set forth in Claim 17 wherein said executable module connects to said server.

19. A method as set forth in Claim 17 wherein said executable module 25 causes execution of a web browser program to connect to said server.

20. A method as set forth in Claim 17 wherein said advertisement is presented to said user at least occasionally, but during at least certain other times, no advertisement is presented.

21. A method as set forth in Claim 17 wherein said presenting includes
5 displaying said advertisement on video user interface.

22. A method as set forth in Claim 17 wherein said presenting includes playing said advertisement through an audio user interface.

23. A method as set forth in Claim 17 wherein said advertisement is a sequence of advertisements presented substantially throughout use of said
10 executable program.

24. A method as set forth in Claim 17 wherein said advertisement is presented at periodic intervals.

25. A method as set forth in Claim 16 further comprising:
encrypting said content; and
15 decrypting said content substantially concurrently with said obtaining step.

26. A method as set forth in Claim 16 wherein said executable program is a media player.

27. A method as set forth in Claim 16 wherein said executable module is a shared library.

20 28. A method as set forth in Claim 16 wherein said call is made to content residing on a computer network.

29. A method as set forth in Claim 16 wherein said call is made to content provided through a streaming socket connection.